Candy Bar Gazebo

Issue 26, Spring, 1990

A Treat To Read

Saturday Evening Post, 1953 (see page 4)

EDITORIALS

The Case Against the Ice Cream Bar That's Chocolate Coated -- This is simply a matter of cold versus heat; a case in point is the recently introduced Snickers Ice Cream Bar. This is a top quality item, but it puts chocolate at a disadvantage. Ice cream needs to be on the cold side to come across. And chocolate if it is to come across well needs to be on the warm side so it can melt in the mouth easily so all the flavor and smoothness comes across. Now the Snickers Ice Cream Bar is covered with good chocolate, but it's cold because it surrounds ice cream. And so, when you take a bite, the chocolate shatters into pieces and the coldness of the ice cream really prevents the chocolate from melting in your mouth as it should for you to get the flavor and smoothness of chocolate. So the chocolate in the ice cream bar doesn't come across nearly as well as the chocolate that's in a candy bar. I love ice cream and I love chocolate, but as far as I'm concerned, let's keep them in the proper baliwick for proper enjoyment!

The Smoother European Chocolate Revolution -- Way back in 1894 Milton S. Hershey came out with his first machine-made chocolate bar, his kind of chocolate was a rougher grind that contained a bit less cocoa butter than the then ongoing brands of European chocolate. This chocolate was not of less quality, just different in smoothness and richness. So America grew up on the Hershey bar, and so American taste buds were atuned to this non-European style of chocolate. And European chocolate has been running behind the tide ever since to capture the American marketplace. But within the last few years there have been rumblings by that larger-growing segment of the U.S. population that seeks out a richer and smoother chocolate. Cases in point are Nestlé with its Alpine White Bar, Hershey's Symphony Bars, and M&M/Mars Sussânde bars. There really is a growing market out there in the U.S. as Lindt & Sprüngli of Switzerland has recently opened up a factory in Stratham, New Hampshire, to manufacture Swiss Lindt bars directly in the U.S.

The "Best New Bars in 1989" survey is shown elsewhere in this issue. Taste tests are subjective, but they still are conclusive objectively as far as what chocolate and candy barsare all about. The marketplace for the survey was the United States, and the Sifer's Valomilk bar qualified because it was resurrected from the demise list of bars in that year. Let's hope all of them remain around for years to come.

Candy Bar Gazebo is published quarterly by The Great American Candy Bar Club. Publicaton of articles therein dependent on approval of the editor and availability of space. No paid advertising taken.

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General membership in The Great American Candy Bar Club is open to the public. A free membership card can be obtained by sending in a legal size self-addressed stamped envelope.

Active membership requires an annual fee of $15.00. Active members receive four quarterly issues of Candy Bar Gazebo. Membership fees outside the United States is $23.00 per year.

Back issues of Candy Bar Gazebo, if not out of print, are available at $4.50 each. Request back issues by number.

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CANDY BAR GAZEBO

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GAZEBO - WHAT'S COMING ?

Starting in the next issue, coverage will be broadened to include chewing gum. Teresa Finer of Orlando, Florida, and Thom Thompson, Lexington, Kentucky, will be chewing gum article contributors. Teresa has been collecting gum wrappers for a number of years. Thom also collects wrappers, but his main field of expertise is Coca Cola collectibles, and he has the largest collection in the world of Coca Cola Gum wrappers!

GAZEBO BEST NEW BARS OF 1989 AWARDS

U.S.Made Bars

Hershey Symphony Bar, Hershey Foods, Hershey, Pennsylvania

Champlain Five Star Caramel Bar, Champlain Chocolate Co., Burlington, VT

Best U.S. Comeback Award

Sifer's Valomilk, Russell Sifers Candy Co., Merriam, Kansas

U.S. Import

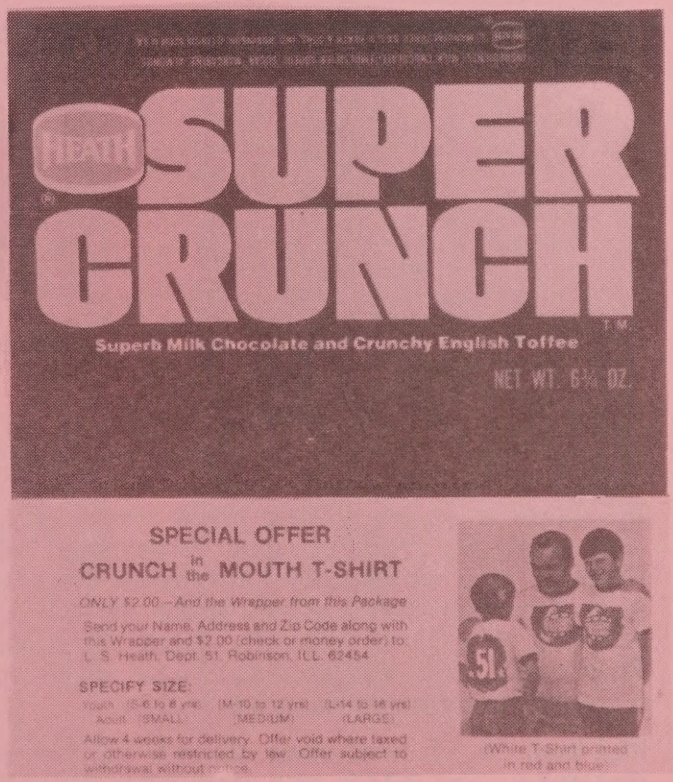
Choclair Bar, made in Finland for Warner-Lambert, Cambridge, MA

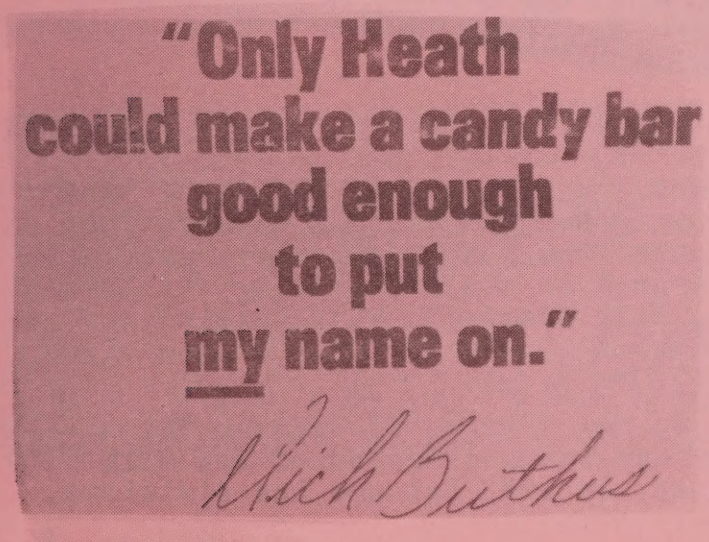
U.S. Novelty Item

One Dollar Chocolate Bar, Chocolate Whimsey, Herndon, Virginia

HEATH SUPER CRUNCH

The candy bar that Dick Butkus endorsed back in 1971 was the Super Crunch Bar, made by Heath, Robinson, Illinois. The back of the wrapper carried a special T-shirt offer - it could be obtained for $2 plus a wrapper. Butkus was a famous Chicago Bear linebacker and a University of Illinois graduate.


HEATH
SUPER CRUNCH
Superb Milk Chocolate and Crunchy English Toffee
NET WT. 6¼ OZ.
SPECIAL OFFER
CRUNCH in the MOUTH T-SHIRT
ONLY $2.00—And the Wrapper from this Package
Send your Name, Address and Zip Code along with this Wrapper and $2.00 (check or money order) to: U. S. Heath, Dept. 51, Robinson, ILL. 62454
SPECIFY SIZE:
Allow 4 weeks for delivery. Offer void where taxed or otherwise restricted by law. Offer subject to withdrawal without notice.
(White T-Shirt printed in red and blue)



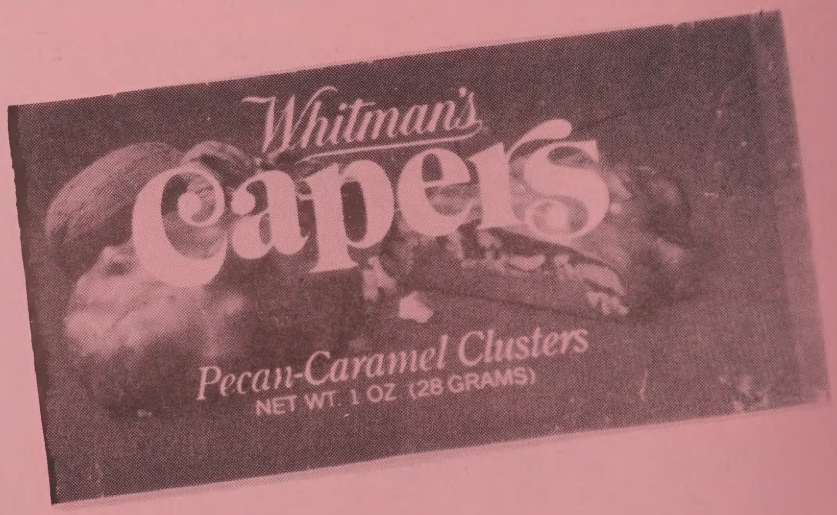
Whitman's - 1842

Stephen F. Whitman opened a confectionery and fruit shop in Philadelphia in 1842. He set up shop to challenge the imported products coming from England and the Continent. Whitman's company succeeded in the challenge and has kept it up for around 150 years!

Over the years the Whitman firm was responsible for many firsts:

- Whitman boxed candies were the first to be nationally distributed - that started in 1907. In that year the first national advertising came out also. The Saturday Evening Post in that year began an advertising program that ran for 45 years and featured popular personalities of the day in full page ads. Some of the personalities - Danny Kaye, Ann Blythe, Bob Hope, Bing Crosby, and Elizabeth Taylor.
- The in-the-lid diagram to locate and identify each piece of candy in the box was a Whitman original.
- Whitman originated the refrigerated display case in cooperation with General Electric. Production began in 1946.
- Whitman was the first company in its field to use cellophane for packaging.

The famous Whitman Sampler box first appeared in 1912. It was the creation of Whitman's Chocolates third president, Walter B. Sharp. In his home he had an old embroidered sampler worked on by his grandmother. He thought the cross stitched designs of flowers, trees, birds,other animals, and the little red house would serve as a delightful candy box scene on a linen-like background. Mr. Sharp was also responsible for the development of the Messenger Boy trademark that's become a symbol which stands for Whitman's in the advertising world.



Whitman's made a few bars over the years, but it wasn't until 1981 that the company really got into the bar business. Such bars as Capers, Mint Cloud, and Chocolate Covered Peanut Butter Bar made their appearance. Four All Natural bars also made their appearance in wrappers having the Sampler motif; Milk Chocolate, Dark Chocolate, Milk Chocolate with Raisins and Peanuts, and Milk Chocolate with Almonds. A 1984 entry was Pecan Jubilee. a pecan caramel nougat roll.

Whitman's Chocolates plant is located on the fringes of Greater Philadelphia. In 1963 the company became an operating division of Pet Milk Company, later known as Pet Incorporated. In 1987 Pet and its divisions

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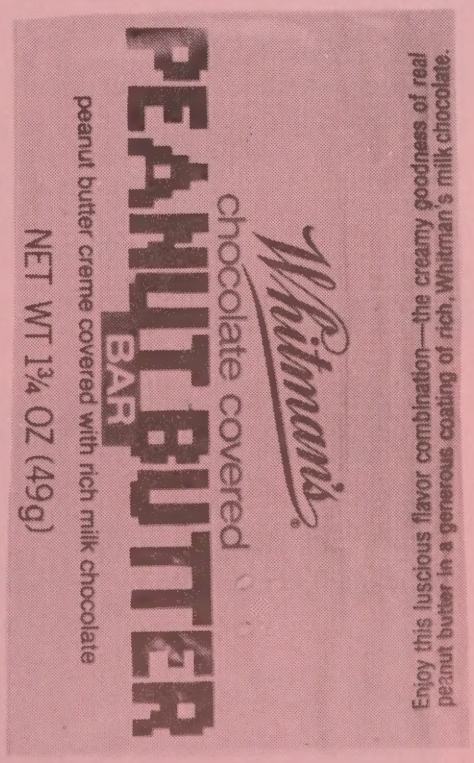
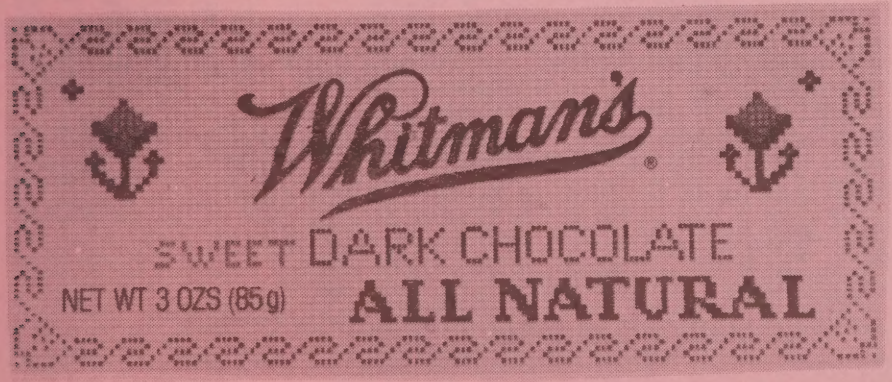
were acquired by IC Industries, which now uses the corporate title of Whitman's.

Not only do good products eminate from that Greater Philadelphia plant, but also an essence of Americana because of what Stephen F. Whitman started way back in 1842!


Whitman's
chocolate covered
PEANUT BUTTER
BAR
peanut butter creme covered with rich milk chocolate
NET WT 1¾ OZ (49g)
Enjoy this luscious flavor combination—the creamy goodness of real peanut butter in a generous coating of rich Whitman's milk chocolate.



NESTLÉ - SWITZERLAND

In the late 1800s Henri Nestlé began intensive research on milk products and the innovative applications of the condensed milk process. He lived in the small town of Vevey in Switzerland.

His next door neighbor, Daniel Peter, at the same time was attempting to combine chocolate with milk, but the results were disappointing in terms of quality and flavor.

One day Henri and Daniel were discussing their respective experiments. On a whim they decided to try mixing Nestlé's sweetened condensed milk with Peter's plain chocolate paste. The combination was prepared in one of Nestlé's machines and then taken to Peter's plant for final processing. Voila! It worked. And that's how milk chocolate was invented back in 1875.

Now let's back up a bit. Francois-Louis Cailler saw chocolate for the first time at a local fair. Italian chocolate makers were at work, and they encouraged the young Francois to go to Italy as a Swiss immigrant laborer. He worked for four years at a chocolate factory in Milan. He then returned home as a master chocolate maker. In 1819 he opened the first Swiss chocolate factory at Corsier, near Vevey.

Daniel Peter became interested in Fanny Cailler, the eldest daughter of Francois-Louis Cailler. Daniel married the young lady,and also became interested in the making of chocolate. So that's why the name Cailler is kept alive on the name of products made by the Nestlé company today.

The Cailler white chocolate bar with honey is a very fine tasting bar, as are the various kinds of Cailler milk chocolate bars. Frigor is a very fine milk chocolate with hazelnut bits in it that's put out under the Cailler name. Cailler Goldstengel bars are also quite good, coming in such flavors as Mocca and Pistac (pistachio).

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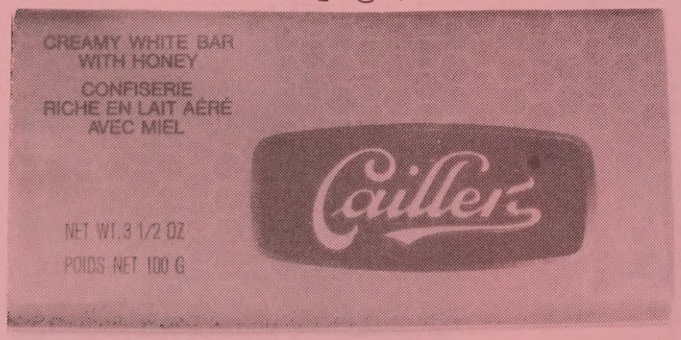

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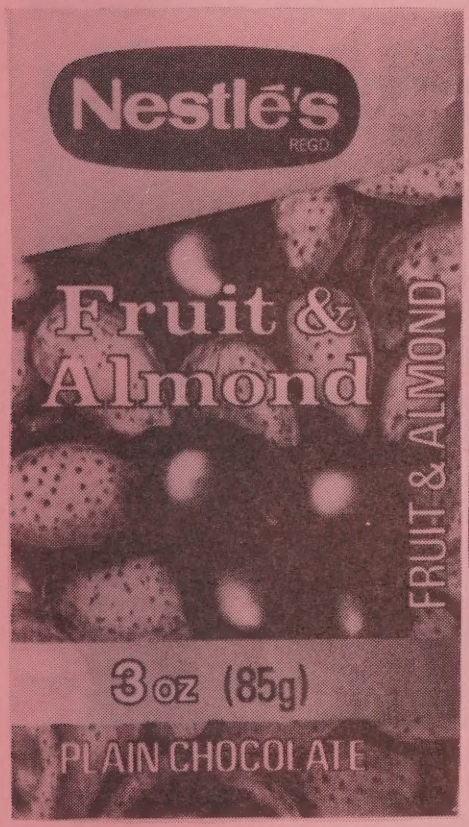
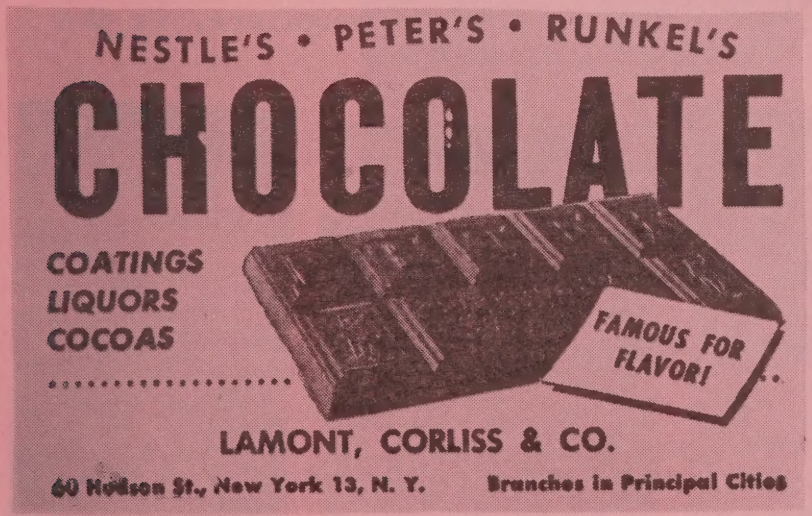
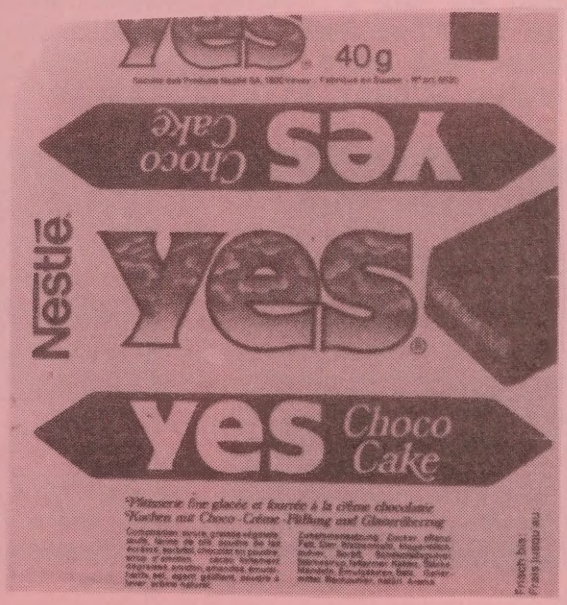
Nestlé produces many bars in Switzerland. Galak bars are a line of white chocolate and are very good tasting. There are different fillings such as fruit, puffed rice, hazelnut cream, and mocca cream.

The Nestlé Fruit and Almond bar is quite good-tasting. And the Yes bar is a very good sponge cake type of bar that's covered with chocolate. One variety of Yes bar is a chocolate sponge bar with chocolate cream filling. That bar was originally marketed in Germany where it met with almost instant success, so sales quickly spread to other European countries.

The bars below are only a few on the many Swiss-made Nestlé products.







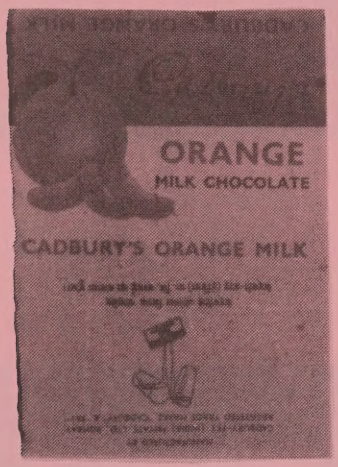
SOME COUNTRIES OF ASIA - INDIA, THAILAND, AND NEPAL

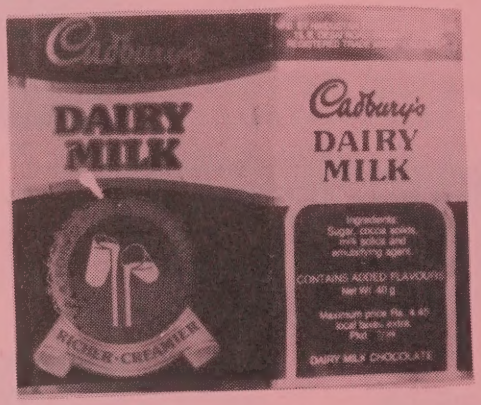
On a recent trip to Asia, the David Frosts of Ipswich, MA, sampled some of the confectionery products of the countries visited. They said that on the whole chocolate in Asia left much to be desired as far as the taste buds were concerned.

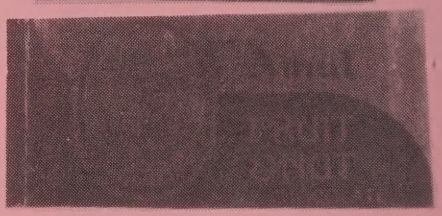
India has one of the oldest civilizations in the world. Long under British rule, India became a democratic republic in 1950. New Delhi is the capital, and Calcutta, Bombay, and Madras are other major cities. One of the chief crops of India is sugar cane. And one of the world's most beautiful structures, the Taj Mahal, is at Agra, where Shah Jehan built it for his favorite wife, Mumtaz-i-Mahal, between 1630 and 1648.

The best chocolate in India is that carrying the Cadbury trademark. The Hindustan Cocoa Products Ltd. of Bombay makes several Cadbury bars such as Orange Milk Chocolate and Dairy Milk.

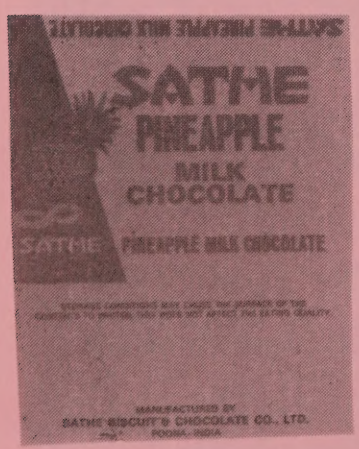
But strictly Indian chocolate is more on the dry side. The Kaira District Co-operative Milk Producers' Union Ltd., produces such bars as the Amul Milk Chocolate bar, Milk Chocolate Crisp, and Amul Fruit & Nut.

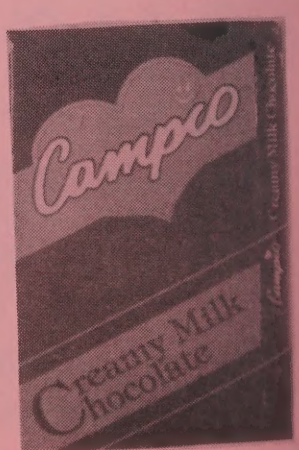






The Sathe Biscuit and Chocolate Co., Ltd., Poona, puts out a number of bars such as the Pineapple Milk Chocolate bar and the Criollo Plain Chocolate bar. The Choffee bar (coffee-flavored milk chocolate) is a fairly good Sathe product. And made by Central Arecanut & Cocoa Marketing in Mangalore, is the Campco Creamy Milk Chocolate bar. (Continued next page)





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Thailand is the only country in southeastern Asia never taken over by European powers. The country is about the size of Texas.

The Vernese Alps Milk Co. of Switzerland manufactures a Bear Brand Wafer Bar in Thailand. The wafer bar is chocolate coated. By European standards, the top bars in Thailand are Nestlé products, such as the dark chocolate Club Bar, Nestlé Milk Chocolate with Almonds, and Nestlé Milk Chocolate with Nuts (Cashews). The Thai Bubble Gum Limited Partnership Chocolate Bar tasted somewhat like an American Tootsie Roll, and Choc Ball, manufactured by Tasty Confectionery Ltd., wasn't all that edible by European or American standards.

Nepal is about the size of Arkansas, and is a landlocked country lying between India and the Tibet Region of China. The tallest mountain in the world is found here, Mt. Everest. The country is rather poor economically. Some of the gift shops catering to tourists carry some chocolate items, but they are of foreign import, such as those from Maestrani of Switzerland - Choco Split, and Maestrani Swiss Milk Chocolate bars being examples.

THE GEORGE ZIEGLER COMPANY, MILWAUKEE

Many of the early confectionery companies in the United States were started by natives of Germany who came over to make their "fortune" in the Land of Opportunity. One of them was the outstanding confectioner, George Ziegler, who established his business in Milwaukee, Wisconsin, in 1864. According to the publication, Milwaukee Business (1882-83), his establishment, "is the oldest and most reliable manufacturing confectionery in Milwaukee," And in Milwaukee's Leading Industries (1896), "Until comparatively recent years nearly all the finer and most toothsome articles of confectionery were imported from Europe. Within the past twenty years, however, great progress has been made in this direction in the United States, and the home products in confections now equal, if they do not excel, the imported goods. Among the best-known and extensive establishments in this line in or around Milwaukee, is the highly successful concern of Mr. George Ziegler. The goods here made maintain the highest reputation in the trade for their superior quality, purity, and flavor, and though they are produced in the most artistic designs, there is in these delicious and absolutely healthy morsels an entire absence of the poisonous element too frequently to be found in the abomination known as "French Confectionery." "

George Ziegler was the first candy maker in Wisconsin to produce the marsh-

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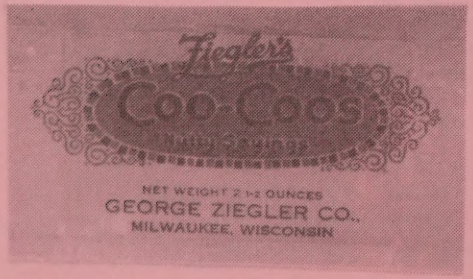

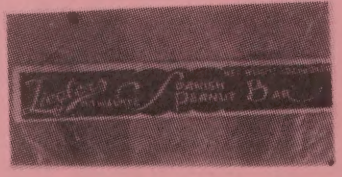

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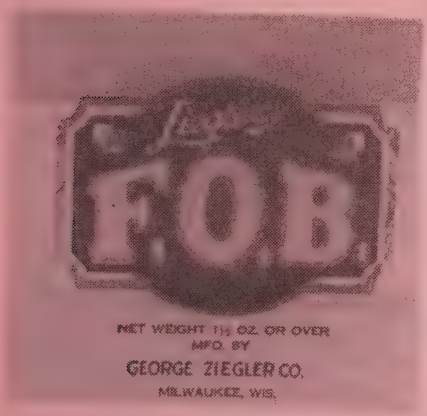
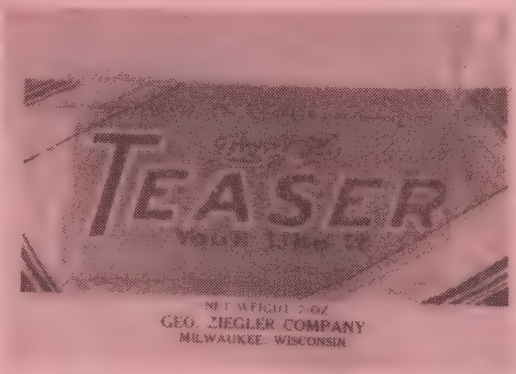
mallow. That was in 1895. Now Ziegler specialized in chocolate products and by the late 1880s had a trade area that covered most of the states in the Midwest and extended eastward into Pennsylvania and New York. Ziegler's most famous chocolate bar first appeared in the early 1900s. He combined peanuts with chocolate in his bar that first was produced in block form. It was cut by the dealer for the individual customer. The bar was later issued as an individually wrapped bar and was named Fox Trot. According to various reports Fox Trot first appeared in 1911, other reports said 1912. And it was shortly after it appeared that Fox Trot was renamed Giant Bar which remained on the scene, not disappearing from the scene until the Ziegler company went into bankruptcy in 1972. The bankruptcy was reported in The Milwaukee Sentinel.

Many bars were produced over the years by Ziegler, especially in the 1920s and 1930s. Some of them were the Nickel Tickle bar and the Jim Skinner bar. It carried the motto, "That's your dinner, Jim Skinner," on the wrapper. The Teaser bar and the Twist and Twirl bar were others. That bar had the motto, "It's a girl" on the wrapper. Coo-Coos ("Nutty Sayings"), 44 bar ("It's a repeater"), and F.O.B. wwre good sellers as were Say So, Spanish Peanut Bar, Smithy, and the Sweet Milk Chocolate bar.

At various times in the history of the Giant bar trading cards were inserted in the wrappers. One popular card series was the "Little Zig" set that was issued in the early 1950s.

(Some of the information in this article was provided by the Milwaukee County Historical Society. The wrappers shown are mainly from the Wartner collection.)





EASTMAN, GEORGIA

Where's Eastman, Georgia? Just south of Cochran. Where's Cochran? Just a tad south of Macon.

Now, what's Eastman famous for? A fellow who began shelling pecans and selling the accumulated nutmeats to a warehouse during The Great Depression. William Sylvester Stuckey, Sr., was his name, and he parlayed his first encounter with the pecan into almost a legendary success story as his name soon became a highway symbol for the hungry and thirsty car traveler in the South, Southeast, and parts of the Midwest.

Stuckey made a success of buying, shelling, and selling the pecan. In 1936, pecan sales reached $150,000. And that was the year that his first roadside stand was erected to take advantage of the winter tourist season with travelers passing through Eastman to and from Florida. A limited line was stocked in the stand, unshelled and shelled pecans basically. To supplement that stock, Stuckey's wife, Ethel, turned out batches of candy from her kitchen for sale in the stand. The candy was quite good and pecans were used in several of the varieties she produced.

By 1937, business was excellent. Stuckey sold the stand to a farmer for use as a henhouse because the stand had been outgrown. And the first retail store was built - in Eastman, of course. Then two other Georgia stores opened. And in 1941 the first Florida operation was started.

But World War II with gas and tire rationing caused all but the Eastman store to close doors for the duration. While losing retail trade, Stuckey's picked up the option of producing candy for military PX's and ships' service stores. So the candy part of Stuckey's really took off after the war. Large-scale candy equipment was purchased and set up in a warehouse behind the Eastman store.

It was in the year 1964 that W.S.Stuckey merged with Pet Incorporated (IC Industries). The Stuckey operation was built up so that there were over 250 (mostly franchised) "Traveler's Stores" that soon became an American tradition for stops along the way.

At the candy factory, located in Eastman, Georgia, over a ton of fudge was produced on a daily basis. And one of the popular Stuckey candy bars, Log Roll, saw a daily production of bars that if laid end to end, would result in a line more than four miles long. Also located in Eastman was a Signs & Plastics Division. Here were produced all the high-rise signs which were seen at Stuckey's stores.

At one time Stuckey had more money invested in signs than in merchandise. The Stuckey signs were a most important part of the business. The signs called attention to the stores, with smaller signs placed roadside well ahead of upcoming stores to indicate to the traveler as to what to expect up ahead. Thus the imagination of the traveler was piqued towards buying sandwiches and soft drinks, souvenirs, gourmet foods, topping off the gas tank, and buying some of the delicious Stuckey's candies.

Most of Stuckey's candy bars were pecan oriented - the Pecan Log Roll being an example. Over the years a number of bars were produced, such as A-Nut-A, 2x4, and Golden Gopher. Some othere were Togonuts, a salted nut roll, and Vanilla Nut Log.

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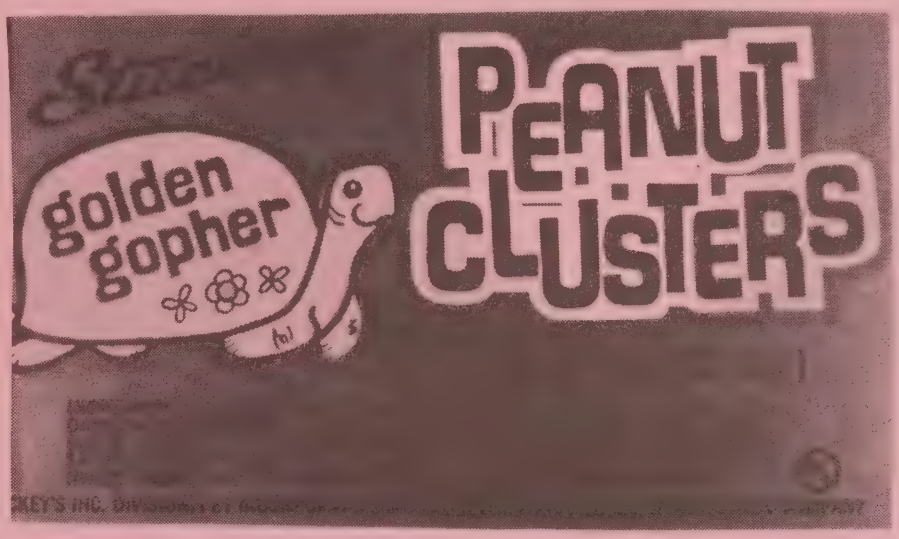
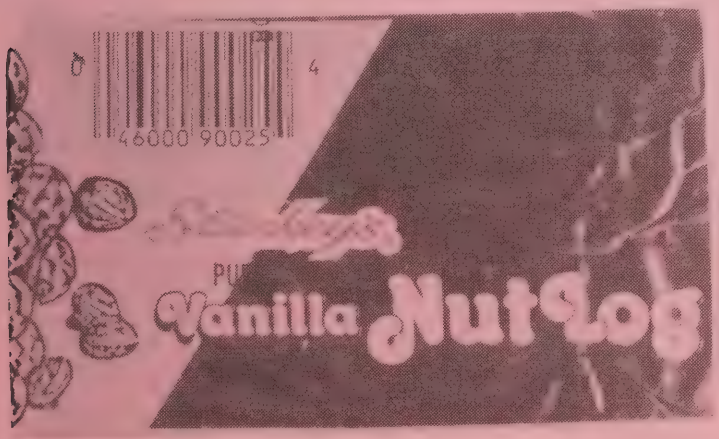
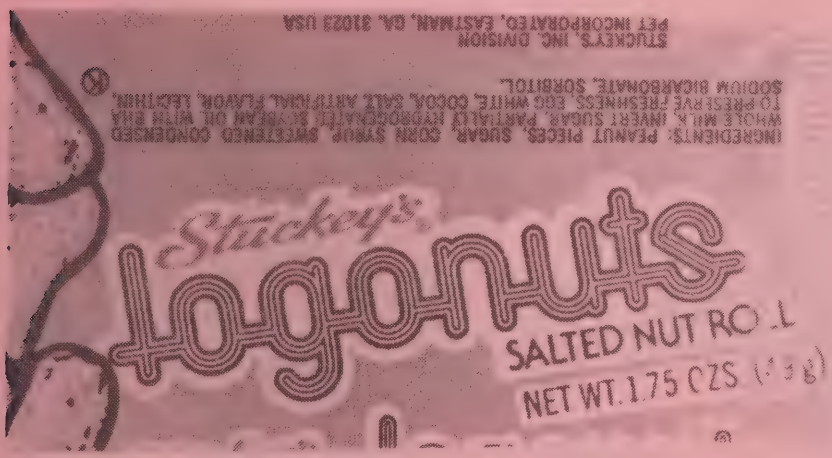
When IC Industries disposed of the Stuckey's stores division in 1985, Standard Candy Company of Nashville, TN, bought the manufacturing facilities in Eastman. And Bill Stuckey Jr. acquired the name.

By the time of the acquisitions all the company owned stores had been sold or closed. So a franchise operation was then set up. And it was arranged that Standard Candy would manufacture the candy.

There are now around 120 Stuckey stores in operation. And Standard makes a basic line of around 30 candy items, five of them being candy bars.

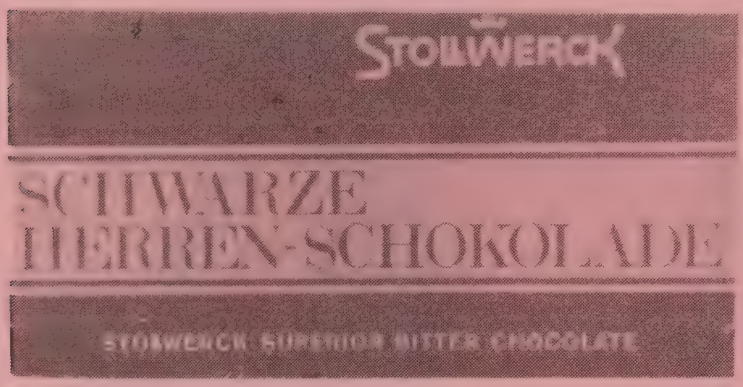






WORDS FROM FOREIGN CORRESPONDENTS

Stanislav Kramsky, Prague, Czechoslovakia, sent along the latest issue of Cokologie, the Czechoslovakian newsletter dealing with chocolate history and chewing gum in Europe. Stanislav also sent along several wrappers, some of them being in boxes rather than wrappers - Kaffee Sahne and Rahm Mandel, both made by WIHA GnbH, Halle, Germany. He also enclosed a Stollwerck Schwarze Herren Schkolade bar. That bar is made in Germany also.



Terry Clay, Bournemouth, England, sent along numerous Swiss wrappers because Swiss students in residence in the house across the street from Terry were most generous. Swiss wrappers sent were Suchard Papillon Pralines, Lindt Duo, Camille Bloch Milk Chocolate (shows the Berne bear), Frey Tourist bar, and Ragusa,also made by Camille Bloch. Clay also sent along the Dado wrapper from Yugoslavia, and Terry's Connoisseurs Bitter Chocolate bar wrapper from England. (concluded next page)

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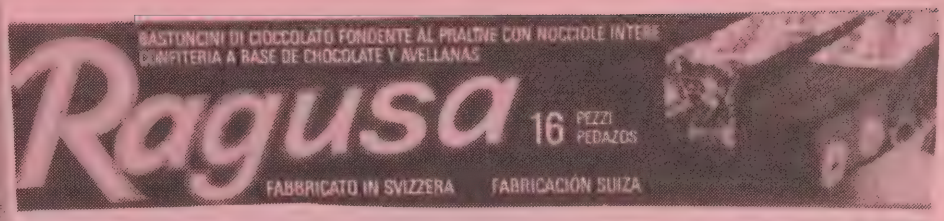
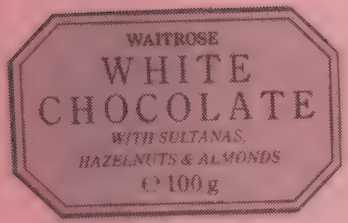
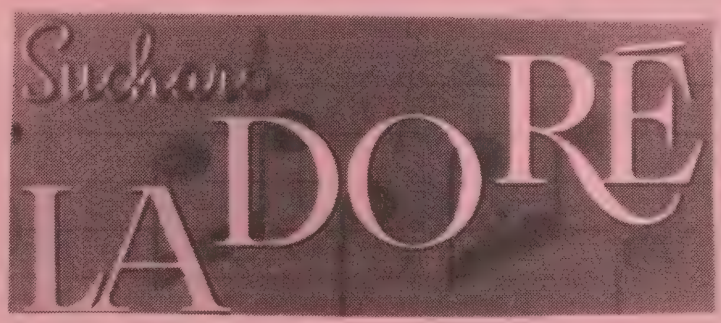

BASTONCINI DI CIOCCOLATO FONDENTE AL PRALINE CON NOCCIOLE INTERE
CONFITERIA A BASE DE CHOCOLATE Y AVELLANAS
Ragusa
16 PEZZI PEDAZOS
FABBRICATO IN SVIZZERA
FABRICACIÓN SUIZA

Harry Levene, London, England, made several foreign trips recently. He said the most prominent name in chocolate in West Germany seems to be Ritter. He says Belgium is dominated by Cote D'or which makes very tasty chocolate. He sent wrappers from Suchard LaDore Swiss Chocolate; Grande Tradition extra bitter chocolate bar from Paris, France, and Waitrose White Chocolate bar with Sultanas, hazelnuts, and almonds, a product of Spain for sale in England.



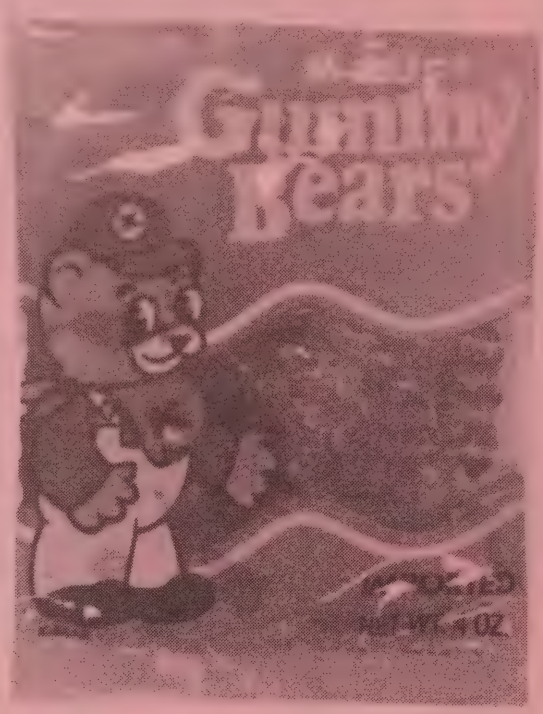


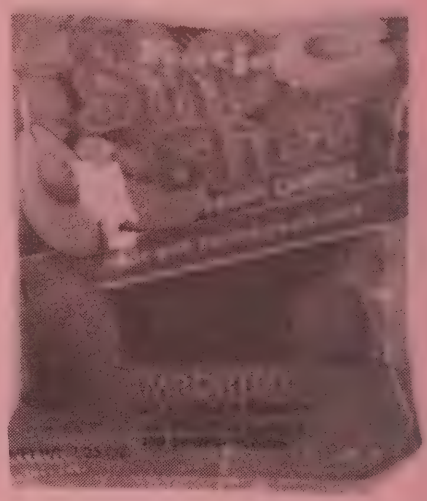
KATJES/WEST GERMANY

The Katjes company was started back in 1952 by Klaus Fassin. Located in Emmerich on the Rhine, the company used the Dutch word, Katjes (little cat) for its brand name. Klaus followed in his father's footsteps to make licorice products, and his first product was a small cat-shaped licorice piece.

Katjes products are sold in West Germany and in such overseas countries as America, H.Kong, Taiwan, Chile, and some of the West African states - with these markets requiring products suited to individualized tastes.

In addition to licorice products, fruit gum candies are produced in a variety of flavors. Katjes of North America, Inc., Secaucus, NJ, distributes in the U.S. two sizes, 4 oz. and 1¼ oz. packets of Sun Slice watermelon candies, peach, orange/lemon, and Gummy Bears, among other things. Natural fruit juices are used to flavor the fruit gum candies, which have a most pleasing taste.





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Fill in the form below, enclose your check, and mail to: Ray Broekel, Six Edge Street, Ipswich, Massachusetts 01938. Thank you.

____ CANDY BAR GAZEBO, one year subscription, U.S. --------- $15.00

____ CANDY BAR GAZEBO, one year subscription, foreign ------ $23.00

____ THE GREAT AMERICAN CANDY BAR BOOK - Now a collector's item - includes $2 for shipping and handling ------- $11.95

____ THE CHOCOLATE CHRONICLES, published 1985 - includes $2 for shipping and handling ---------- $15.95

Total amount _____

Name _____ Address _____

City _____ State _____ ZIP _____

LETTERS FROM READERS

Miroslav Nikl, P.O. Box 179, 162 00 Praha 616, Czechoslovakia, sent along a 1920s German chocolate bar wrapper made by Illert & Ewald. Schmelz in German means "to melt", so the name's an appropriate one for chocolate.

Aaron Wartner, St. Charles, IL, reports he is still very much interested in his candy wrapper collection. He inherited many of his wrappers from his grandfather who collected wrappers back in the 1920s.

Al Smallman, Bellvue, WA, writes that the Ken Griffey Jr. chocolate bar was made at the Rodgers candy factory in Washington.

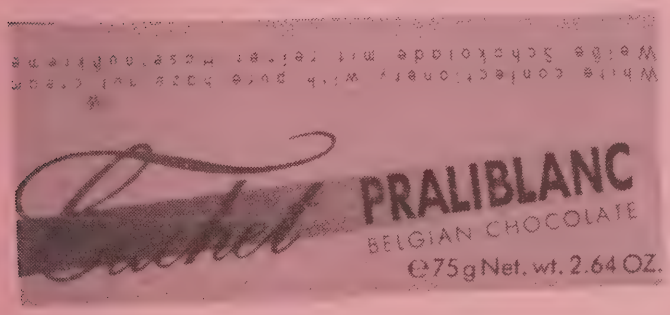
Mike Blumenthal, Largo, FL, sent along a clipping from the St. Petersburg Times which said that the glass candy containers designed to hold small pellets of candy were first introduced to the public at the Philadelphia Centennial Exposition of 1876.

Nate Sloane, Boca Raton, FL, wrote that he recalled a Chop Suey bar from the 1920s. The name Chop Suey was used by more than one company on candy bars over the years.

Thom Thompson, Lexington, KY, wrote to say that the Startup Candy Company of Utah manufactured Coca-Cola candy for a short period of time back in the 1920s. Thom will provide more details at a later date.

Louis Rothman, Merion, PA, handles Cachet bars made in Belgium for distribution in the U.S. He also used to handle a bar that sounded great until about three years ago when the company went out of business, the Irish Coffee Toffee bar, made in Ireland. Louis also handles Meracq bars made by Verkade of Holland for sale in the U.S.

Malcolm Blue, Purchase, NY, sent along the annual Peter's Chocolate Company calendar - a nifty one as usual!



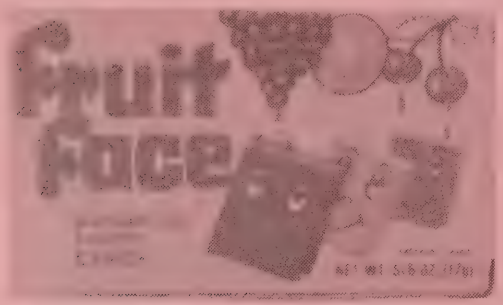
BARS, BARS, BARS, BARS

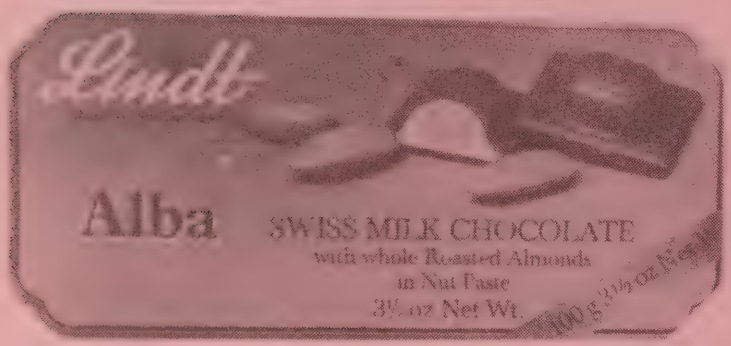
Fruit Face is a box of assorted fruity candy made by World Candies, Inc., Brooklyn, NY. The box for the candy is made in Yugoslavia.

General Mills has come out with a new granola bar, Nature Valley Oat Bran, to capitalize on the current oat bran fad sweeping the country. (Oat bran first crept into prominence back in the 1920s.)

Some import items available in the U.S. are the Lindt Alba Swiss Milk Chocolate with whole roasted almonds made by Lindt & Sprüngli, LTD of Switzerland, and Droste Bittersweet chocolate Pastilles, made by Droste of Holland. The first is an excellent bar filled with nut paste - the second is very good quality Dutch chocolate.

Pearson Candy Co., St. Paul, MN, Giant size Chocolate Nut Roll (2.8 oz.) was on sale for 59¢ at Woolworth's.





The Snickers Ice Cream Bar, put out by Dove International, Burr Ridge, IL, substututes ice cream for the fluffy nougat center of the Snickers candy bar. The ice cream version of Snickers is very good.

Richardson Brands, Philadelphia, PA, now packages its After Dinner Chocolate Gourmet Mint line in pastel colors, in 7 oz. clear cellophane bags and it should prove to be a popular Spring item. Also from Richardson are the 1.6 oz. bags of After Dinner Chocolate Gourmet Mints and After Dinner Chocolate Creme De Menthe candies.

Two of the really Holiday items of last season were Santa's Express, a milk

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chocolate & peanut butter bar by Linette of Womelsdorf, PA, and Peanut Butter Meltaway Santa bar, Jacobs Suchard, Chicago.

Community Products, Inc., are making nut brittle using nuts harvested from the Brazilian rain forest. Rainforest Crunch is made from Brazil nuts and cashews bought directly from the growers, and 40 percent of the profits will be given to organizations working to protect the rain forest.

Copyright 1989 by Nintendo of America Inc., and manufactured by Candy USA, Atlanta, GA, are several Super Mario Bros. bars intended to capitalize on the young set intrigued with the TV game characters. The bars come in a nut roll, chocolaty coated nut roll, Milk Chocolate bar, Peanut Butter bar, Mint Bar, and Chocolate N'Almond. The bars, while fresh, are only fair.

Successfully test marketed in 1988/9, PB Max, Real Peanut Butter Snacks, (M&M/Mars) began its roll-out with shipments in January of this year.

M&M/Mars late last year introduced Milky Way Dark Bar in a Western test, and plans to go nationwide sometime this year. It was back in the 1920s when the Milky Way bar came out in two versions - the familiar chocolate nougat center bar, and a vanilla nougat center bar covered with dark chocolate. That bar later became known as the Forever Yours bar. When production of the very popular Snickers bar had to be increased, something had to go, so the dark chocolate covered bar was dropped - the changeover time needed to switch from dark to milk chocolate was time consuming, so Forever Yours was dropped from the roster. Back in the mid 1980s a few test runs were made in California and Texas to see if Forever Yours could be brought back,

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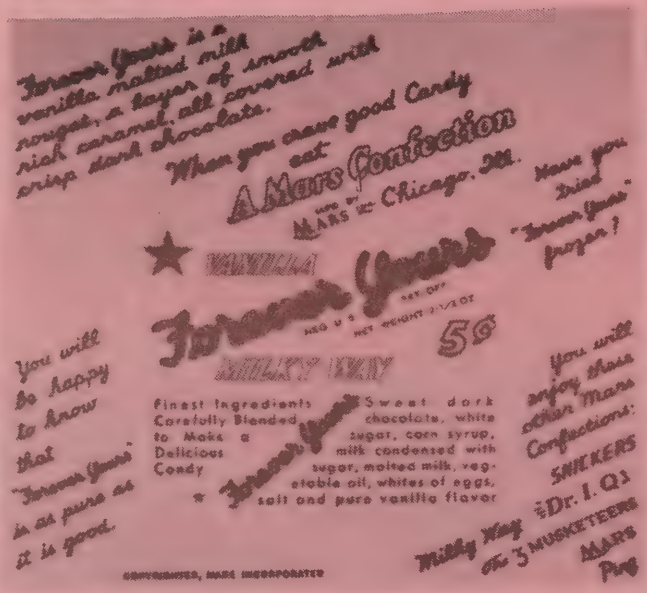
but sales didn't pan out at the time. But now Milky Way Dark is back, and making use of the Milky name seems a smart move, because dark chocolate sales have increased 22% in the past two years. So dark chocolate lovers rejoice - Milky Way with dark chocolate and vanilla nougat on the inside is back!


Forever Yours is a vanilla malted milk nougat, a layer of smooth rich caramel, all covered with crisp dark chocolate.
When you crave good Candy eat
A Mars Confection
MARS Inc. Chicago, Ill.
Have you tried "Forever Yours" yet?
VANILLA
Forever Yours
5¢
MILKY WAY
You will be happy to know that "Forever Yours" is as pure as it is good.
Finest Ingredients Carefully Blended to Make a Delicious Candy
Sweet dark chocolate, white sugar, corn syrup, milk condensed with sugar, malted milk, vegetable oil, whites of eggs, salt and pure vanilla flavor
You will enjoy these other Mars Confections: SNICKERS 3 Musketeers MARS Puf
Milky Way

Sussande Fine Chocolates is a line of seven premium chocolate products made by the Sussande Division of Ethel M Chocolates, Inc., and sold and marketed by M&M/Mars. The Sussande Classique is a 3½ ounce milk chocolate bar. And the Sussande Priama chocolate bars come in three varieties - Truffle Crisp, Roasted Nut Praline, and Toffee Truffle.

A novelty item sold in computer equipment stores during the last Holiday Season was the Chocolate Disk (good taste, but high price). The maker - The Chocolate Gallery, Goleta, CA.

Made in West Germany by Storck for sale in the U.S. by its American Affiliate, are the very good Merci assorted bars. (continued next page)

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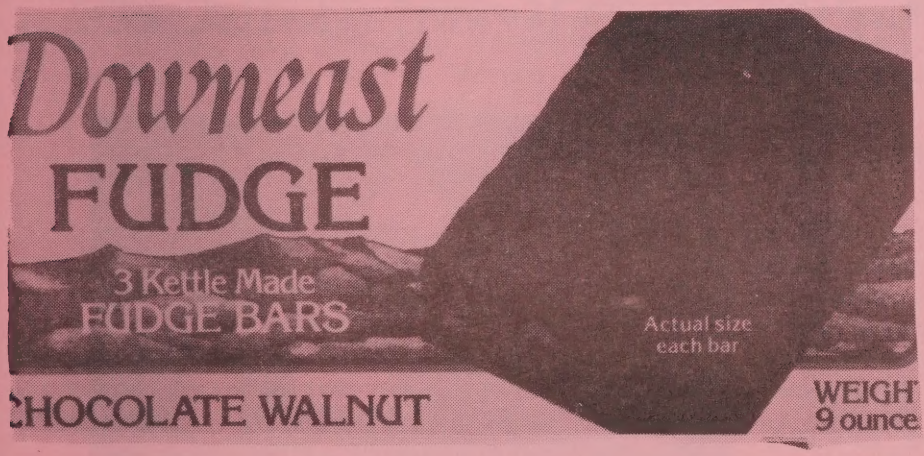
Raffaello, a coconut confection made in Italy is sold in the U.S. by Ferrero USA, Inc.

Downeast Fudge Chocolate Walnut Fudge bars are available in a box that contains Kettle Made Fudge Bars.

Pennsylvania Dutch Candies recently introduced 2 oz. Nut Logs with Cashews, Almonds, and Pecans. Suggested retail price is 99¢ each.



The Bernie Kosar bar (he's a quarterback for the NFL Cleveland Browns), was brought out during the 1989 football season by Chris Candies.

Hershey's How Nows, cow-shaped milk chocolate bars, made their appearance during the 1989 Holiday Season. The novelty item is manufactured for Hershey and is fairly good tasting.

Made in Germany for Cantalou of New York, is the Chocolat Caramel Milk Chocolate Bar. Distributed by American Natural Snacks, St. Augustine, FL, is the Cocofection chocolate bar with almonds sweetened with a combination of dates and rice syrup instead of refined sugars - fair tasting. Sacharen Bros. Inc., Montreal, Canada, is putting out Crock, a carob coated coconut bar, and Golden Temple Natural Foods, Eugene Oregon, has its Golden Temple Wha Guru Chew, peanut-cashew honeynut crunch on the market - fair tasting. (continued -)

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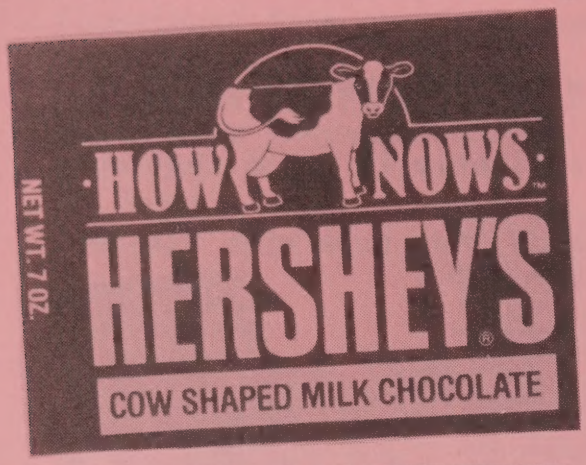

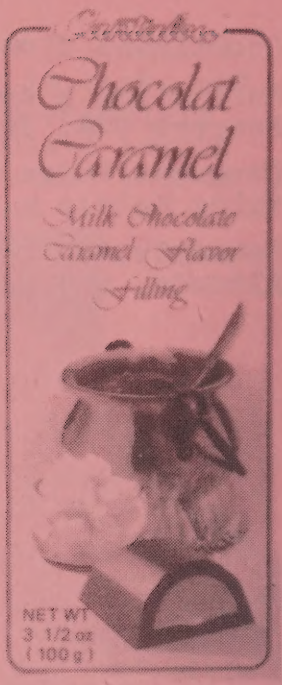

Made by Topographic Chocolate Co., Denver, is a chocolate model of Mt. Everest, six ounces of good chocolate in a topographical box.

Nestlé has come out with a special sales wrapper for its Alpine White bar. The mountains in the background on the wrapper are a bit reminescent of the mountain background on the old Busch Bavarian beer of around 30 years ago.

On a recent trip to the Midwest - Tobler Swiss Chocolate bars in several varieties are being marketed through the Chicago office of Jacobs Suchard. The Tobler 3 oz. bars were a very good buy at 59¢. And available in numerous locations was the Good Stuff bar made by Grist Mill, Lakeville, MN.
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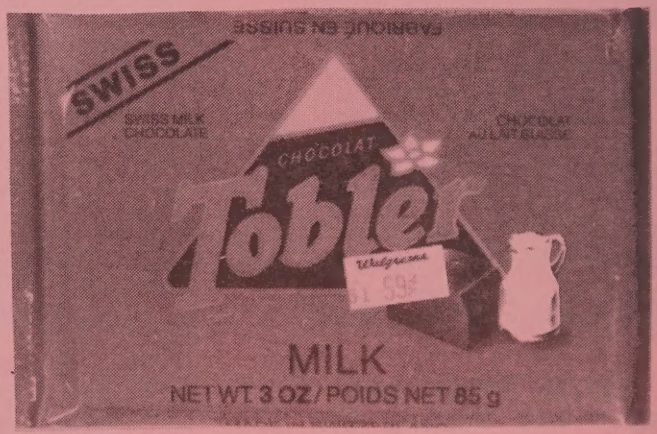

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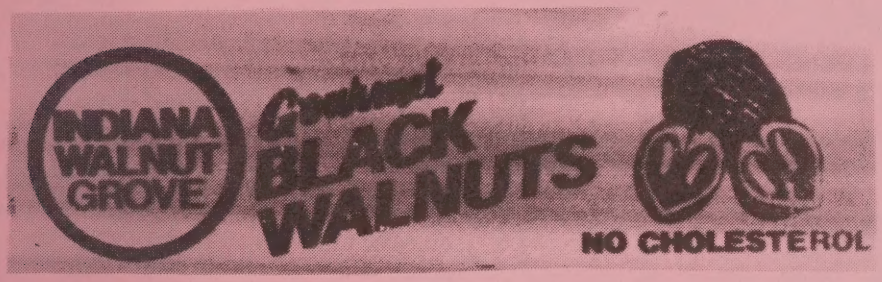
An excellent fudge, Gourmet Black Walnut Fudge, is made by Indiana Walnut Grove, West Lafayette, IN. It is available in various sizes and really is one of the best fudges on the marketplace!



NEWS TADBITS

Lindt & Sprüngli opened its first U.S. facility in Stratham NH (a few miles southwest of Portsmouth). On the average of four tons of Swiss chocolate are tempered and molded each day. Current employment is around 100.

Katjes U.S.A., Inc. Secaucus, NJ, is the wholly-owned subsidiary of the German confectioner, Katjes Fassin Bmvh & Co.

The Manufacturing Confectioner reported that the top five vending machine confections for the 12-month period ending July 1989 were Snickers, M&M's Peanut Chocolate Candies, Reese's Peanut Butter Cups, M&M's Plain Chocolate Candies, and Butterfinger Bar.

George S. Moore, founder of Stowaway Sweets, Marblehead, MA, passed away in 1989. His company received national attention when it shipped candies weekly to the White House for state dinners during the Calvin Coolidge and Franklin Delano Roosevelt administrations.

Richardson Researchs, Inc., Hayward, CA, presented a course in February on "Sugar-Free" Confectionery food.

Quick Topics carried the news item that Consolidated Brands, parent company of Boyer Candy Co., is now managing Stark Candy Co. and its Mary Jane brand candies. Robert Fortunato is now vice president and general manager of the Stark/Mary Jane plant operations. Also, Consolidated Brands has purchased Deran Candy from Borden, Inc. Consolidated will continue to operate Deran's two plants in Cambridge, MA, and Groversdale, CT.

Trademarks are up for grabs in South Korea, according to an article in the Wall Street Journal. For example, what may look like a Juicy Fruit gum wrapper with its bright yellow wrapper, bold black lettering and a small red design on one end, is really Juicy & Fresh gum from Lotte Confectionary Co. Or it could be Juicy Green gum or Heart Juicy, which mimics all three. Copycat goods and trademarks are epidemic in South Korea, the Journal reported.

The New York Times in December reported that Brach's of Chicago which was taken over by Jacobs Suchard A.G. of Switzerland three years ago may lay off 3,500 workers and either shut down or relocate its 65-year-old Chicago plant unless it is allowed to use cheaper foreign sugar for its candies. Sugar from foreign sources costs about 10 cents a pound less than domestic sugar.

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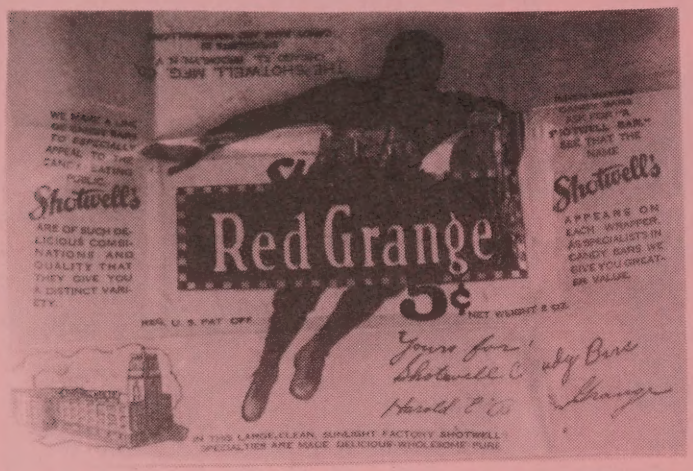
Candy Industry in its December issue, 1989, reported that Bernie Kosar was the first National Football League player to have his own chocolate bar. But technically a chocolate bar is a candy bar, and back in 1926, Red Grange, who played for the Chicago Bears, had a candy bar named after him. It was manufactured by Shotwell Mfg. Company of Chicago.



Another old line candy bar has hit the dust. Brock Candy Co., Chatanooga, TN, has discontinued making the Cherry Humps candy bar.

Cadbury-Schwepps purchased the name and logo of York Candies, Inc., to use York on its Peppermint Patties which are now made in Reading, PA. The corporate name of the old York Candies Company is now Lukas Confections, Inc., trading as The Classic Caramel Company.

Kimbell Candy of Chicago was unable to find a buyer, so its assets are under liquidation.

The January issue of U.S.Distribution Journal said that rumors continued to circulate that Jacobs Suchard Ltd. was trying to sell its U.S. candy businesses, particularly E.J.Brach of Chicago. Leaf Inc. was listed as a prospective buyer.

Back in 1962, Hershey, Pennsylvania, was in the news, but not because of chocolate. That was the year when the Philadelphia Warriors arrived in Hershey for a neutral-court NBA game against the New York Knicks. And it was in this game that Wilt Chamberlain scored 100 points, the greatest scoring feat in NBA history.

The William Wrigley Jr. Co. is negotiating to build a chewing gum factory in the People's Republic of China, manufacturing its three original flavors, Doublemint, Spearmint, and Juicy Fruit (no Big Red).

The Texas Tommy was a dance craze of the early 1900s in northern California. The Texas Tommy was danced with the couple side by side, clasping each other around the waist. They took a couple of long strides, then two or three little hops into the air, each time stamping a foot. One of the early candy bars, Texas Tommy (after the dance), was made by Cardinet, Oakland, CA, around 1911-12. It was a good seller in baseball parks in northern CA, because baseball cards were packed inside each bar wrapper.

W.R.Grace (Ambrosia Chocolate) has bought Sobocca of France, a chocolate manufacturer, through an agreement with Midal, the parent company of Sobocca.

Sanders, formerly of Detroit, now operates out of Highland Park, MI. Sanders has been around since 1875 making candy and fudge sauce.